

Social Marketing Program Plan Starter

Background:

What is the **problem or concern**?

What **new behavior** (specific/actionable) is desired?

Research/Listening:

What is your research question(s)?

Who have you listened to/who will you listen to?

How have you listened to them/how will you listen to them?

Planning:

Who is the **primary** target audience?

Who is the **secondary** target audience?

Who is the **tertiary** target audience?

Objectives (specific/measurable)—

Behavioral objective: (to increase/decrease)

Attitudinal objective: (to persuade)

Awareness objective: (to inform)

Program Strategy—

What is the **product** (new behavior and its benefits=offer)?

What is the **price** (lower costs/increase benefits)?

What is the **placement** (accessibility)?

What is the **promotion** (methods of communication/key messages)?

MAKE IT FUN, EASY, POPULAR !

Structuring:

What are the specific **tactics**/in what order should they be executed?

Who is on the program **team**/what **roles** will they play?

What types of **partnerships** should you engage in/why?

What is the **timeline**? What is the **budget**?

Pre-testing:

What will be pre-tested (messages/materials)?

How will it be pre-tested?

Implementation:

How will the program be **launched**?

How will the program activities **support** each of the objectives?

Monitoring/Evaluation:

How will the program be **monitored** (continuous tracking)?

How will the program be **evaluated** (achievement of objectives)?

**You've just created an initial draft of your social marketing program plan.
Congratulations!**